

Table 31: Match Strategies

Match strategy	Description
Simple match	Use this strategy when your matching business rules consist of a single match criterion for identifying relationships in consumer, business, or product data.
Consumer householding	Use this strategy when your matching business rules consist of multiple levels of consumer relationships, such as residential matches, family matches, and individual matches.
Corporate householding	Use this strategy when your matching business rules consist of multiple levels of corporate relationships, such as corporate matches, subsidiary matches, and contact matches.
Multi-national consumer	Use this match strategy when your data consists of multiple countries and your matching business rules are different for different countries.
Identify a person multiple ways	Use this strategy when your matching business rules consist of multiple match criteria for identifying relationships, and you want to find the overlap between all of those definitions.

Match Components

The basic components of matching are:

- Match sets
- Match levels
- Match criteria
- Break groups

Match sets

Match sets let you control how the Match transform matches certain records, segregates records, and matches on records independently. For example, you could choose to match USA records differently than records containing international data.

Each match set can have its own break groups, match levels, match criteria, prioritization, and consolidation. A match set:

- Allows only select data into a given set of match criteria for possible comparison such as exclude blank SSNs, international addresses, and so on.
- Permits related match scenarios to be stacked to create a multi-level match set.